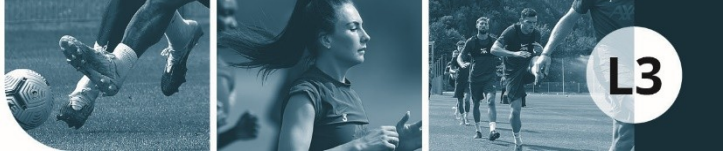
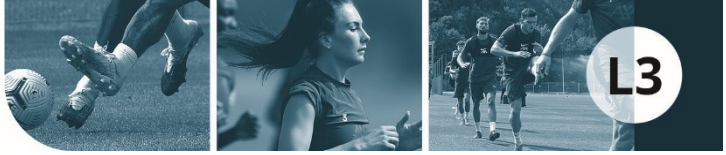


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**12: Sports Tourism**
Learning aims	B: Investigate the opportunities demand and requirements for a sport tourism enterprise C: Develop and present a plan for a sports tourism enterprise
Assignment title	**Investigating the opportunities demand and requirements for a sport tourism enterprise**
Assessor	
Issue date	
Hand in deadline	

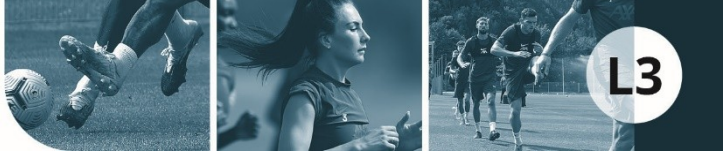
Vocational Scenario or Context	You are a member of a sports club and enjoy training and competing in your sport both locally and nationally. The senior club members know that you are studying Sport at college and have asked you to sharer your knowledge of sports tourism. The sports club is a local feature and was established over two hundred years ago, the club members are keen to make the club house and its facilities a tourist attraction.
Task 1	A report which evaluates the feasibility of a sports tourism enterprise opportunity, based on research you carry out You have been asked to write a report for the senior club members which evaluates the feasibility of a sports tourism enterprise opportunity. Before you write the report you must carry out research to gather evidence to assess the feasibility of a sports tourism enterprise. Your report should express your view on the feasibility of the proposed sports tourism enterprise, supported by references to specific aspects of your research analysis. You should fully consider the factors affecting the potential success of the proposed enterprise, including any constraints and potential challenges, and arrive at a justified conclusion. **A summary of the suggested content for each section follows:** **Section 1: Market research** • Research skills



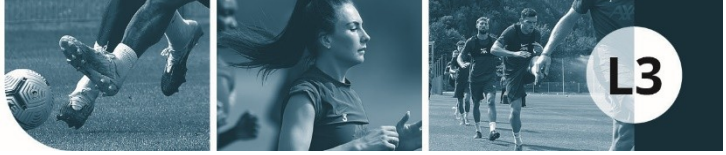
	Section 2: Opportunities • Suitable enterprise opportunities **Section 3: Demand** • Type of customer considerations **Section 4: Enterprise requirements** • Legal and ethical compliance • Materials and resources • Marketing/raising awareness • Facilities • Staffing • Transport • Timelines
Checklist of evidence required	A report which evaluates the feasibility of a sports tourism enterprise opportunity, covering the following areas: • Market research • Opportunities • Demand • Enterprise requirements

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Carry out research for a sports tourism enterprise opportunity.
B.P4	Explain the market opportunity, customer demand and resource requirements for the sports tourism enterprise opportunity.
B.M2	Analyse the potential feasibility of the sports tourism enterprise opportunity.
B.D2	Evaluate the potential feasibility of the sports tourism enterprise opportunity, taking into account any constraints**.**

Vocational Scenario or Context	You are a member of a sports club and enjoy training and competing in your sport both locally and nationally. The senior club members know that you are studying Sport at college and have asked you to sharer your knowledge of sports tourism. The sports club is a local feature and was established over two hundred years ago, the club members are keen to make the club house and its facilities a tourist attraction. Having researched the feasibility of a sports tourism enterprise the club members have asked you to present a plan for the enterprise. There will also be other stakeholders present such as local council members, other sports club members and local leaders.
Task 2	A plan for a sports tourism enterprise and a presentation of the plan to an audience You have been asked to produce a plan for a sports tourism enterprise and then to present this to an audience at the sports club.



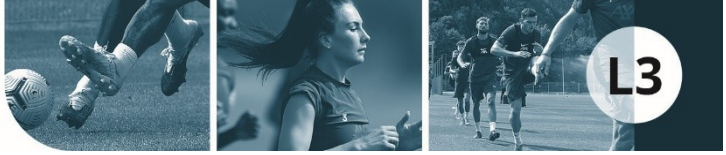
	You must prepare and produce your own plan for a sports tourism enterprise. You must also carry out a presentation pitch for the sports tourism enterprise. The enterprise could be based in your home country or could focus on an area overseas. The plan for the proposed enterprise must include a thorough consideration of any relevant ethical and legal implications and how these might affect your proposal. You will also need to produce accurate and relevant financial data to support your enterprise, together with a detailed identification of the specific resources required. The marketing aspect of your plan should include suggestions that demonstrate your ability to apply an understanding of the importance of key marketing elements in raising consumer awareness. You should also include valid references to the role of budget and timelines. You then need to select a form of presentation that is appropriate to the proposed enterprise and audience. The format of the presentation could be static, for example a visual display or multimedia presentation, or interactive, for example an oral presentation supported by audio-visual materials. The presentation will be completely appropriate to the intended audience or visitors. Supporting documents will be effectively structured and show evidence of logical links to the enterprise research carried out before the presentation. The supporting documents for the presentation will effectively communicate the sports tourism enterprise to the audience. There will be evidence that learners have considered and recommended improvements that could be made to the presentation. Evidence will be supported by observation records, witness statements and digital media. **A summary of the suggested content for each section of the plan and presentation follows:** **Section 1: Components of the plan for a sports tourism enterprise** • Concept and USP (unique selling point) • Market summary • Target market • Financial plan • Resources, facilities and location • Risks • Staffing • Marketing



	• Legal and ethical considerations **Section 2: Presenting the plan** • Communication format and methods suitable to audience and nature of enterprise • Key points that need to be communicated to the audience • Providing clear, effective summary information • Organisation and structure of ideas – arranging and prioritising different aspects of the presentation • Information graphics: diagrams, charts and other visual tools • Images
Checklist of evidence required	A plan for a sports tourism enterprise and a presentation of the plan to an audience covering the following areas: • Components of the plan for a sports tourism enterprise • Presenting the plan

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.P5	Develop a plan for a sports tourism enterprise.
C.P6	Present a plan for a sports tourism enterprise to a selected audience
C.M3	Develop and present an individual pitch for a planned sports tourism enterprise, making recommendations for future improvements.
C.D3	Demonstrate individual self-management and initiative in the presentation of a high- quality plan for a sports tourism enterprise.

Sources of information to support you with this Assignment	**Textbooks** Adams, M. et al – BTEC Level 3 National Sport (Performance and Excellence) Student Book (Pearson, 2016) ISBN 9781292134000 Collins, M. – *Examining Sports Development* (Routledge, 2006) ISBN 9780415339902 Higham, J. and Hinch, T. - Sport Tourism Development (Aspects of Tourism.)Channel View Publications; 3rd Revised edition (2018) ISBN-13 978-1845416553 **Websites** Visit Britains Sports Attractions https://www.visitbritain.com/gb/en/sport-attractions www.olympics.org www.sportengland.org Travel weekly https://www.travelweekly.co.uk/articles/30735/sports-



	tourism-selling-travel-to-matches-races-and-tournaments
Other assessment materials attached to this Assignment Brief	